

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A fishing lure including:
an illumination means;
a body having walls defining a water tight cavity;
5 a power source within the cavity; and
a control circuit, within the cavity, connected to the power source and the illumination means wherein said control circuit controls the supply of power to the illumination means such that, in use, light is emitted from the illumination means.
2. A fishing lure as claimed in claim 1 wherein the illumination means is
10 located within the cavity and the emitted light is visible through the walls of the body.
3. A fishing lure as claimed in claim 1 wherein the illumination means is located externally of the cavity on an exterior surface of the body.
4. A fishing lure as claimed in claim 2 or 3 wherein the walls of the body are
15 translucent.
5. A fishing lure as claimed in claim 2 or 3 wherein the walls of the body are transparent.
6. A fishing lure as claimed in claim 4 or 5 wherein the illumination means includes a plurality of different coloured light emitting diodes (LEDs).
- 20 7. A fishing lure as claimed in claim 6 wherein in use, the intensity of light emitted by each LED is individually controlled.
8. A fishing lure as claimed in claim 6 or 7 wherein the plurality of different coloured LEDs includes more than one combined red, green and blue LED.

9. A fishing lure as claimed in claims 6 to 8 wherein the plurality of LEDs are arranged in groups with each group including a red, green and blue LED located in close proximity to each other.
10. A fishing lure as claimed in claim 9 wherein in use, the light emitted by the adjacent LEDs combines to produce light of a non-primary colour.
11. A fishing lure as claimed in claim 10 wherein the non-primary colour produced is altered by changing the intensity of the light emitted by one or more of the LEDs.
12. A fishing lure as claimed in any one of claims 1 to 11 further including:
vibration means within the cavity for imparting a vibration to the body of the fishing lure, wherein the control circuit is arranged to apply power from the power source to the vibration means according to a desired vibration operation pattern.
13. A fishing lure as claimed in claim 12, wherein the control circuit is adapted to intermittently apply power to the vibration means according to a desired duty cycle and/or frequency.
14. A fishing lure as claimed in claim 12 or claim 13, wherein the control circuit includes a water sensing circuit having electrodes exposed externally to the walls of the body and wherein the sensing circuit is adapted to activate the vibration means and/or illumination means when the electrical resistance between the electrodes drops below a threshold.
15. A fishing lure as claimed in any one of claims 12 to 14, wherein the vibration means includes a motor having a rotatable output shaft and a weight eccentrically mounted on the shaft.
16. A fishing lure as claimed in any one of the preceding claims, wherein the control circuit includes a receiver such that upon the receiver receiving control signals the control circuit controls operational functions of the lure.

17. A fishing lure as claimed in claim 16 wherein operational functions of the lure include vibration and illumination of the body.
18. A fishing lure as claimed in claim 17 wherein the control of the illumination function permits illumination of the body with desired colours.
- 5 19. A fishing lure as claimed in claim 18 wherein the control of the illumination function further permits activation and de-activation of the illumination function.
20. A fishing lure as claimed in claim 18 or 19 wherein the control of the vibration function permits activation and de-activation of vibration to the body.
21. A fishing lure as claimed in claim 17 wherein the control of the vibration
10 function permits the intensity and duration of the vibrations to be varied.
22. A fishing lure as claimed in any one of the preceding claims wherein the body having walls defining a water tight cavity includes a first portion and a second portion, the first and second portions being connected;
at least one actuator, within the cavity of the first portion and in operable
15 connection with the second portion, said actuator, in use, imparting movement to the second portion; and wherein
the control circuit is connected to the at least one actuator and thereby controls operation of the actuator.
23. A fishing lure as claimed in claim 22 wherein the control circuit controls the
20 actuator according to a desired pattern of movement.
24. A fishing lure system including:
a fishing lure as claimed in any one of the preceding claims, the fishing lure further including:
a rechargeable electrical power source, within the cavity, and a first
25 inductor operatively connected to the at least one rechargeable power source;
and

a charger located remotely from the fishing lure, including a second inductor, the charger operatively connected to an external power source, wherein locating the fishing lure in proximity with the charger replenishes the rechargeable electrical power source.

- 5 25. A fishing lure system as claimed in claim 24 wherein the second inductor includes an opening, a portion of the body being locatable within the opening during recharging of the electrical power source.

26. A fishing lure system as claimed in claim 24 wherein the second inductor includes a planar support surface, a portion of the body being locatable on the
10 planar support surface during recharging of the electrical power source.

27. A fishing lure system as claimed in claim 24 wherein the second inductor includes a cavity, a portion of the body being locatable within the cavity during recharging of the electrical power source.

28. A fishing lure system including:
15 a fishing lure having a programmable control circuit and a power source connected thereto, said programmable control circuit controlling operational functions of the fishing lure;
 and programming means for programming the programmable control circuit.